'96 WHOLESALE MASTERS RETAIL ACCOUNT SCREENS USER MANUAL

CONFIDENTIAL
FOR INTERNAL USE ONLY

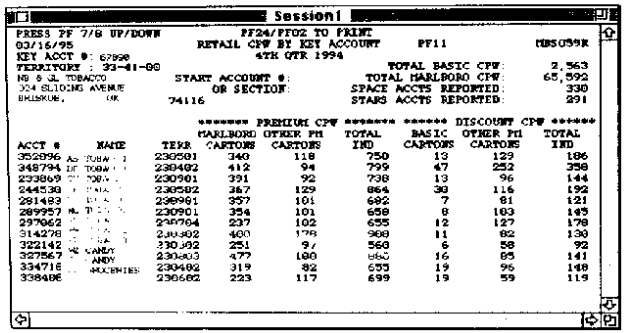
POS #81372

81372

2061187448

Source: https://www.industrydocuments.ucsf.edu/docs/kkdy0003

RETAIL CPW BY KEY ACCOUNT (PF11)



Purpose

To review Premium and Discount CPWs for retail accounts by Key account. Premium CPW is subdivided by Marlboro, Other PM Premium and Total Industry. Discount is subdivided by Basic, Other PM Discount and Total Industry. Data on this screen is not available until after the end of the quarter.

Special Note

Use these screens to look at average cartons shipped per week. The weekly average is simply derived by dividing 13 into the total volume shipped during the quarter (see PF4, PF6 and PF9).

How to Access Screen

Press PF11 from the Retail Accounts Menu to display this screen.

How to Use Screen

- To view the retail store list for the key account
  - Enter the key account number, quarter and year (Default: processing quarter and year).
  - Press Enter

  Retail accounts will be listed alphabetically by section.

- To view a specific retail store for the key account
  - Enter the key account number, quarter and year (Default: processing quarter and year).
  - Enter the retail control number in the START ACCOUNT # field
  - Press Enter

How to Use Screen (Continued)

- If you are interested in viewing only those retail accounts in a particular section
  - Enter the key account number, quarter and year (Default: processing quarter and year).
  - Enter the desired section in the SECTION field
  - Press Enter

- In both cases, the retail accounts are displayed in alphabetical order within the section in which they are located.

- Press PF8 to scroll down through the retail accounts being supplied or press PF7 to go back to the first screen viewed.

- Press PF24 to print a hard copy report of this information. There are additional data elements on the report that will not fit on the screen: Retail Account city and state, Premium and Discount CPW aggregated for Marlboro, Other PM, Basic and Total Industry.

- Press PF21 to return to the Retail Account Menu.

- Press PF22 to return to the Masters Program Menu.

Notes

In the upper right hand corner of the screen, there is a brief summary of the information that has been processed for the account to date.

PM Total , Total Basic, & Total Marlboro CPW - This is the average total cartons per week shipped to date from the key account to **all retail accounts** during the quarter.

STARS Accounts Reported - The total number of retail accounts that are being reported to PM STARS for the key account.

SPACE Accounts Supplied - The total number of retail accounts that are being reported in SPACE by PM TSM for the key account.

Column Definitions

ACCT # - The retail control number for the retail store being reported.

NAME - The name of the retail account.

TERR - The territory number of the PM TSM calling on the retail account.

PREMIUM CPW - The average weekly premium cartons shipped quarter to date for:
• MARLBORO • OTHER PM • TOTAL IND

DISCOUNT CPW- The average weekly discount cartons shipped quarter to date for:
• BASIC • OTHER PM • TOTAL IND

81372

2061187449

Source: https://www.industrydocuments.ucsf.edu/docs/kkdy0003